



PERIODICALS READING ROOM
(Humanities and Social Sciences)

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WELCOME BACK - Gordon Noble!

GORDON F. NOBLE has been appointed Executive Director of the Canadian Film Institute effective August 15. The appointment was announced today in Ottawa by Jean Clavel, President of CFI.

Many members will already know Mr. Noble since he was acting Executive Director of CFI in 1965-66.

A graduate of the University of Toronto, Mr. Noble studied law at Osgoode Hall for two years before joining Philips Electronics and the T. Eaton Company in their personnel departments. In 1960, he was the Assistant Regional Supervisor for Ontario at the National Film Board and continued at NFB Montreal as a Programme Officer. He is currently Chief, Employee Services Division in the Post Office Department. At 35, Mr. Noble is married, with 1 child.

Mr. Clavel also announced that PETER MORRIS has been appointed Deputy Director of CFI in addition to his current duties as Curator of the Canadian Film Archives. Mr. Morris will have particular responsibility for developing CFI's film information services, the National Science Film Library, the National Film Theatre and special projects.

LE MONT FILMS - now in Canada!

CFI is pleased to announce that *LE MONT FILMS* (Northridge California) have now placed a number of their films in the CFI library on a preview with a view to purchase basis. Some of the titles available through the *SALES DIVISION* include:

AUSTRALIA - More Than Kangaroos - 20 mins. col., \$225 U.S.

This film portrays a stable democratic nation of only 12 million working and enjoying a comfortable standard of living. It explains why Australia is becoming an important trading partner, particularly with Japan. Water is shown as the key to unlocking Australia's vast natural resources.

ARGENTINA ES MUY RICA - 21 mins. col., \$220 U.S.

Contrary to the common belief that Latin American countries are poor, Argentina stands as one of the richest lands on earth, able to produce, manufacture and export food to a hungry world. A good insight is given to this vastly underrated country.

WATER HARVESTING - 15½ mins. col., \$168 U.S.

Narrated by CBS Science Editor Hale Sparks, the film contends that next to the air we breathe, water is the most important thing in our lives. To support ever-increasing populations, one of the most pressing problems on the North American continent has been to find and harvest new sources of fresh water.

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WHY YOU & YOUR ORGANIZATION SHOULD JOIN CFI

We've just revised our memberships and we think you'll find a category which will suit your particular needs. Enclosed with this month's *BULLETIN* is the new *MEMBERSHIP* format. We hope you'll take a moment to see just how CFI can help you with your film and film-information needs.

Because the Institute is a non-profit, non-governmental organization, we'll be able to provide membership fee receipts for income tax purposes.

Anyone in Canada working with audio-visual materials can benefit from CFI membership. Why not drop us a line today. We'd like to hear from you.

THE UNKNOWN SOLDIER OF CANADA'S FILM ARCHIVES

The Canadian Film Archives recently received two reels of very charred film, the sole remains from fifty-one truck loads which were removed from the site of the National Film Board's storage barn near Beaconsfield, Quebec, after the fire of July 23, 1967. Gordon Sparling, a member of the *CANADIAN FILM ARCHIVES COUNCIL* in forwarding these remains said, "As 'unknown soldiers' in the struggle to establish a truly Canadian film archive, they are both a sad memorial to the blood, sweat and tears of Canada's motion picture pioneers which went up in smoke and a mute plea to all concerned, not to let it happen again."

These charred memorials have been deposited in the Archive's collection under the heading, "*THE UNKNOWN SOLDIER OF CANADA'S FILM ARCHIVES*".

- a) one can of toasted 35mm film
- b) one can of ditto 16mm film.

Relics of the fire at Beaconsfield, Quebec, which destroyed most of Canada's film artifacts. July 1967.

INTERNATIONAL FILM POSTERS AT CARLETON UNIVERSITY

A highlight of the 1968 Carleton University "*Summer Program - 1968*" will be an exhibit of international film posters selected from the Canadian Film Archives collection. This poster display may be seen each evening during the month of August in the foyer of the H.M. Tory Science Building on the Carleton campus. The exhibition is a joint project of the Canadian Film Institute and *CARLETON UNIVERSITY* in Ottawa.

DATELINE CFI

ROUNDTABLE FILMS has recently released *THE NATIONAL MANAGERIAL TEST* and it is available through CFI on a rental and purchase basis. . . . our sales division has more information. . . . Peter Morris, Curator of the Canadian Film Archives will take part in the St. Paul's University Summer School of Communications this summer where three films from the Archives collection will be presented. . . . CFI's Jane Easson celebrating her fourth anniversary. . . . Connie Kuhn working on her second.